**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

Surveys, questionnaires

Handwritten

* 1. What were the problems with this method of collection?

It was prone to mistakes

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.

24 hour customer access

Improved efficiencies through direct access

improvements in effectiveness

Access and purchase goods from overseas

* 1. What is a potential problem with direct access?

customer inputting incorrect data deliberately

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

Individuals house bound, elderly, time poor people, online groceries

* + 1. What is meant by time-poor people?

People with less free time to do things such as shopping

* 1. Feedback
     1. What is the nature of feedback sought?

Feedback relating to products, services and research

* 1. Online voting

Method of expressing an opinion

* 1. Social Networking

facilitate the way in which individuals communicate with friends & family, type of data entered include email addresses, name, age, location photos

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

Hypertext pre-processor, general purpose scripting language used on web servers

* 1. What is a dynamic webpage?

Dynamic webpages are more flexible.

* 1. Give examples of dynamic webpages.

Google Earth, Maps, BOM, search engines.

* 1. Explain the nature of ASP.

active server pages used primarily on the server side

* 1. How does JavaScript differ from PHP and ASP?

JavaScript is mainly used on the client side

* 1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.

which browsers used their site, information searched for, location of visitors

* 1. Cookies
     1. Describe the nature of a cookie.

Small file that a web server stores on the user's computer.

* + 1. What information does a cookie typically contain?

Contain data about the user

* + 1. How can cookies be misused?

can be used to track people which could lead to privacy issues

* + 1. What is spyware?

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

protocols used to provide security for communications on the internet

1. What is the role of HTTPS software?

provides encryption and security in terms of identification of the server

1. Which port does HTTPS use? How does this compare to HTTP.

they use port 443

**Privacy Policies**

1. What is the role of privacy policies?
2. What data must a privacy policy contain?

**Shipping and returns policy**

1. What is the role of these policies?

For customers whose products were damaged or not what they ordered to be returned too.